

purechannelapps™ announces sponsorship of Channel Visionaries Conference, Newport Beach, April 2015

04/12/2014, BATTLE, UNITED KINGDOM – purechannelapps™, the leading enterprise social media and e-communication software company, today announced that they will be sponsoring the Channel Visionaries event, held by VisTalks, in Newport Beach, Orange County on April 7th and 8th, 2015.

Olivier Choron, CEO and Founder of purechannelapps will also be speaking at the event, sharing his thoughts on how channel marketers of today can create a thriving channel partner marketing programme by using the right mix of email and social.

During the event, purechannelapps will be exhibiting, and offering free demonstrations of their products, socialondemand® and newsondemand.

“This is a great event and we’re really excited to have had the opportunity to be a part of it,” Olivier Choron said, “I am also really excited to showcase purechannelapps, and our leading enterprise-class SaaS products, socialondemand, and newsondemand, to fellow channel marketers, exactly the exactly the people we design our products for.”

The Channel Visionaries Summit is an annual event that brings together 300+ savvy and influential channel executives from leading technology and telecom vendors. The typical attendees are Directors, Heads, VPs & C-Suite executives who lead: Channel Development, Channel Programs, Channel Sales, Channels, Distribution, Ecosystem, Global Channel Strategy, Marketing, Partner Network, Partner Readiness, Partner Relations, Partner Strategy & Support, Program Strategy, and Strategic Opportunities. The goal is to collaborate with channel leaders from organizations with both new age and traditional channel models to effectively plan strategies to address a radically changing channel landscape.

“This is a truly prestigious event in the channel marketer’s events calendar, with a great team co-ordinating a quality and diverse panel of speakers, thought leaders and sponsors, which delegates can really get the most out of,”

“We’re really happy that purechannelapps have joined us as a sponsor, and that their CEO and Founder Olivier Choron, will be speaking, in what looks like a really relevant and interesting topic,” Said Jeff Shaughnessy, President, VisTalks Event Marketing Ltd “We’ve worked really hard to make sure we have quality sponsors, who represent the cutting-edge of channel marketing technology, and a range of speakers who are experts in channel marketing. Being a company with an enviable portfolio of customers, and a speaker who has spent over 20 years in the channel with major corporations, purechannelapps fits the criteria perfectly,”

About purechannelapps

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified as of September 2014.

For more information, visit <http://www.purechannelapps.com/>.

About VisTalks

VisTalks Event Marketing is based in Vancouver, Canada and organizes events that help technology executives keep current and benchmark against their competitors. Our marquee event, Channel Visionaries, is being held on April 7 & 8 at the Fairmont Newport Beach. We also have a Marketing Visionaries event being planned for November 2015.

For more information, visit <http://www.vistalks.com/events.html>